

Industry revenues outpace GNP in '81

By ROBERT J. COEN
Senior vp, McCann-Erickson

The U.S. advertising industry performed well in 1981, with revenues rising by 12.6% in a year when gross national product rose by 11.3%. The economy and the ad industry posted real gains over the 1980 recession year performance despite the reappearance of an economic downturn in the closing months of the year. The glow of the recent good performance can

confuse the true outlook for 1982 if the trends in 1981 are not fully understood.

A year ago the economic consensus was for a flat, sluggish pace during the first half of 1981 with a gradual upturn during the summer and a strongly developing recovery moving into 1982. The experts were looking for about 1% growth in real GNP and about a 9% rate for inflation, but the good news at that time was the rather unanimous expectation that interest rates would continue to move up at the end of the year. Against this scenario we expected sluggish advertising activity in the first half of the year, but growing bullishness toward the end of the year and into 1982.

Despite the universal failure to accurately read the economic

trends, advertising in 1981 turned out to be close to the year-ago expectations. Probably because so much of the advertising outlays come from marketers of nondurables and services that are not highly influenced by interest rates in the short term, and because anticipation of future business conditions often has more of an impact on short-term ad demand than the actual conditions.

National advertising, the activity of the large companies that do business across the country, turned out to be much stronger than we had projected a year ago. Intense competition for market share fueled large ad increases in a number of categories, offsetting some of the economy-related cuts. However, not all media enjoyed the same pluses and minuses last year.

In 1981, the economy grew by more than 11%, inflation was above 9% and most major media enjoyed advertising revenue gains in the neighborhood of 12% to 14%, but network tv spending increased by only 8.7%. During the first nine months, 1981 network tv revenues rose only 5.3% during months when even a moderating consumer price index was up more than 10% over comparable months in 1980. The post-election year buyer resistance, and the previous fall's strike-related problems, made the '80-'81 tv season one of the worst since 1971 when tobacco advertising was discontinued. However, the new 1981-82 season began in October with heavy buying demand at significantly higher prices. In the fourth-calendar quarter of 1981, the networks

posted an exceptional gain of more than 16% over the year-ago quarter. Nevertheless, the full-year revenue gain of 8.7% in 1981 was the weakest of all for a major medium. However, the pickup in the last calendar quarter of 1981 should continue throughout most of this year with the outlook for 1982 now appearing very good for the networks.

A year ago I was even less optimistic about the national advertiser's demand for spot tv and spot radio than I had been for the network tv sector. The traditional
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'Times' gets a reprieve

LONDON—All the rumors about *The Times*, which have been flying around London like confetti these last weeks, have been put to rest—at least for the time being.

Editor Harold Evans' resignation last week (AA, March 15) may be followed by other editorial staff resignations, but the future of the paper now has been declared safe by owner Rupert Murdoch as a result of his winning 430 job cuts from unions. Stories that managing director Gerald Long was also to leave have been firmly denied.

But after several weeks of fierce bargaining with unions and the editorial side, where does the paper stand now?

The positioning of *The Times* in the marketplace has always been a problem. The *Daily Telegraph* appeals to the conservative country and suburban dweller, *The Guardian* to the trendy, more left-wing and intellectual audience. The *Daily Express* and *Daily Mail* appeal to the more right-wing, tabloid reader. *The Times* has traditionally been the establishment paper, but successive owners have found it hard to make any money out of the establishment.

So far, the goal of increasing circulation without diluting the newspaper's profile just has not happened. Figures within the industry show that *The Times* is suffering particularly from a falloff in classified ads, down 14% for the last six months of 1981. Ads in special supplements were down even more—32%. The only good news is that display advertising is up nearly 19%, partly due to Mr. Murdoch's new policy of selling *The Times* and *Sunday Times* jointly.

■ Since the takeover by Mr. Murdoch, advertising sales staff levels have been cut by combining display advertising sales on both the daily and more successful Sunday papers. But that strategy may be backfiring as well. "At *The Times*, we operated a hard rate-card policy," said one ex-salesman on the paper. "We only offered discounts for high-volume spenders. But the initial thing that the current sales director did was to sell the two papers together and discounts on *The Times* as a loss leader for the *Sunday Times*. Credibility then went down the tube."

Ad agency confidence in the paper may also have been affected by Mr. Murdoch's ending promotional advertising for copy and ad sales and other forms of marketing the papers. The consensus is that Mr. Murdoch's policy of holding down the cover price has been as responsible for the circulation increases as any editorial changes. Circulation has grown from 279,059 during the last six months of 1980 to 297,787 in the same 1981 period. But it is still a long way from competitors like *The Guardian*, with 400,000 circulation. #

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Industry gains in '81

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post-election year slump in broadcast activity has usually been greater in the spot sector. But the opposite occurred in 1981 when spot tv and radio gains were outpacing those of the television networks. The greater flexibility of spot, plus last season's network uncertainties, was one of the reasons for the surprisingly good 1981 results. The spot sector also enjoyed the benefits of tactical rebate promotions and a surge in selected market advertising for deregulated airline rates and schedules. The reports continue to be quite glowing for the opening months of this year, but darkness could set in as the year unfolds. It will become continuously more difficult for stations to post impressive monthly spot gains in comparison with the strong year-ago performance.

National advertisers increased their budgets for newspapers more than for any other medium. However, these record gains appear to be heavily influenced by exceptionally large rate increases in many markets. Total national newspaper ad lineage rose significantly in most markets, and in nearly every instance the gains were mainly due to much heavier cigarette and airline activity. But the majority of the revenue gains was still due to much higher rates. The effects of higher rates imposed in the middle of 1981 and at the beginning of this year should contribute to revenue gains in 1982, but it is unlikely that national lineage will rise again over last year's record level.

Magazine advertising volume had been moving upward each year since 1976, but in 1980 ad page growth plateaued. In the first half of 1981 pages declined for a number of major publications but then turned upward again in the second half of the year. For the year as a whole, modest page growth plus higher rates combined for a fairly respectable 12.2% gain in revenue. The recently improving trend is expected to continue past the first quarter of the year and then flatten out or even dip before moving back upward again, but higher rates should result in at least moderate revenue gains in 1982.

In 1981 we continued to see an expansion in the number of pieces of advertising material distributed through the mails despite the fact that it was a post-election year. Postal rates rose in the fourth quarter to compound the expenditure growth. In 1982 the postal rates will be at a significantly higher level, but the mail advertisers are not expected to cut back on volume. Despite the present economic uncertainties, the mail advertising trend is likely to continue to move upward and revenue growth should register another substantial gain in 1982.

Trend information for the outdoor medium, farm publications and business publications is still incomplete. However, the available data suggest that many national advertisers cut their outdoor schedules in 1980 and then restored most of the cuts in 1981; and although the rate of gain is relatively large it is mainly so because of the poor 1980 performance. The farm publication data suggest a somewhat similar performance—fairly good revenue gains in 1981 after a weak year in 1980. On the other hand, page volume for most business publications has been sluggish for several years, and most of the revenue growth in the last few years has been due to higher advertising rates.

Most U.S. media enjoyed excellent revenue gains from national advertisers in 1981. Except for network television, most media bud-

gets were up in the neighborhood of 12% to 14% last year. In 1982 network television gains will certainly be better than they were in 1981, but most other media will undoubtedly experience a lower rate of ad growth than they enjoyed last year.

Local advertisers, who are mainly retailers, were much more changeable in their advertising practices than the large national advertisers. Local advertising responded quickly to the expansions and contractions in the economy and the surprising volatility in interest rates during 1981.

Newspaper advertising lineage was off in most months for the largest newspaper classifications. In the first quarter of the year the comparison with year-ago levels was down significantly for both retail display and classified lineage. In the spring and early summer, lineage gains were enjoyed in many markets as a result of the improved first-quarter business condition, but for most months in most markets retail and classified lineage was off. The 1981 gains in local newspaper advertising revenue came nearly entirely from higher ad rates. In 1982 there may be some lineage pickup late in the year but higher rates will be the source of most of the increases in 1982 local newspaper budgets. If local advertising lineage holds up fairly well, it will still be a pretty good year, but if the economy continues to slump and if consumers do not respond to the tax cut until late in the year, the revenue gains may be quite modest.

Local radio and television advertising budgets are relatively much smaller than the newspaper budgets but they are also subject to changing local business conditions. In 1981 local broadcast budgets held up quite well on average, but in some markets ad demand was soft throughout the year and there were indications of additional weakness in the closing months of 1981. Nevertheless, first-quarter reports have not been bad and it now appears possible that local broadcast ad spending could turn out to be quite good this year if the retail sales outlook starts improving by midyear.

Total local advertising expenditures rose by 11.8% in 1981 for a relatively good year after a mediocre performance in 1980. National budgets, in total, continued to outpace the economy in 1981 by about the same margin as registered in 1980. In summary, 1981 turned out to be a good year for the U.S. advertising industry. Total U.S. expenditures rose by 12.6% to a record level of \$61,320,000,000 in 1981.

The glowing results from 1981 and the good reports for the opening months of this year suggest that national ad gains could well outpace the economy again if the anticipation of a midyear business turnaround doesn't disappear. On the other hand, local ad spending will continue to drift downward in line with the economy until consumer expenditures actually turn upward again.

■ The effects of a harsh winter, a high rate of unemployment and falling profits have suddenly made the business outlook much darker than it was a few months ago. We can still see the glow from the rear of the tunnel but the outlook is gradually getting darker. Therefore, we can be sure that an upturn is in the making. The only problem is the uncertainty about how soon the upturn will get firmly under way and when the light at the end of the tunnel will be clearly in evidence.

I expect advertising to continue to match or outpace the economic trends and I foresee the possibility

Advertising volume in the U.S. in 1980 and 1981

MEDIUM	1980 \$ MILLIONS	PER CENT OF TOTAL	1981 \$ MILLIONS	PER CENT OF TOTAL	PER CENT CHANGE
NEWSPAPERS					
Total	15,541	28.5	17,420	28.4	+12.1
National	2,353	4.3	2,729	4.4	+16.0
Local	13,188	24.2	14,691	24.0	+11.4
MAGAZINES					
Total	3,149	5.8	3,533	5.8	+12.2
Weeklies	1,418	2.6	1,598	2.6	+12.7
Women's	782	1.4	853	1.4	+9.1
Monthlies	949	1.8	1,082	1.8	+14.0
FARM PUBLICATIONS					
Total	130	0.2	146	0.2	+12.2
TELEVISION					
Total	11,366	20.9	12,650	20.6	+11.3
Network	5,130	9.4	5,575	9.1	+8.7
Spot	3,629	6.0	3,730	6.1	+14.1
Local	2,967	5.5	3,345	5.4	+12.7
RADIO					
Total	3,702	6.8	4,212	6.9	+13.8
Network	183	0.4	220	0.4	+20.0
Spot	779	1.4	896	1.5	+15.0
Local	2,740	5.0	3,096	5.0	+13.0
DIRECT MAIL					
Total	7,596	13.9	8,781	14.3	+15.6
BUSINESS PUBLICATIONS					
Total	1,674	3.1	1,841	3.0	+10.0
OUTDOOR					
Total	578	1.1	650	1.1	+12.5
National	364	0.7	419	0.7	+15.0
Local	214	0.4	231	0.4	+8.0
MISCELLANEOUS					
Total	10,744	19.7	12,087	19.7	+12.5
National	5,663	10.4	6,410	10.4	+13.2
Local	5,081	9.3	5,677	9.3	+11.7
TOTAL					
National	30,290	55.6	34,280	55.9	+13.2
Local	24,190	44.4	27,040	44.1	+11.8
GRAND TOTAL					
Total	54,480	100.0	61,320	100.0	+12.6

National advertising index, 1981

MONTH	GENERAL INDEX	NET TV	SPOT TV	ALL MAGAZINES	WEEKLIES	WOMEN'S	MONTHLIES	NEWS-PAPERS
Jan.	327	370	349	262	223	286	320	324
Feb.	336	357	360	274	244	287	326	363
March	358	381	390	286	245	304	354	385
April	350	387	382	294	263	309	346	330
May	351	382	391	281	245	291	347	351
June	343	392	379	278	239	289	351	312
July	343	381	380	282	243	304	342	321
Aug.	342	395	374	281	240	295	355	304
Sept.	338	377	385	290	248	319	351	287
Oct.	338	370	378	293	256	315	351	300
Nov.	348	398	386	288	248	318	345	307
Dec.	352	402	399	292	246	316	367	301
AVERAGE FOR YEAR								
	362	383	379	284	246	303	347	323
% change over 1980								
	+12	+9	+15	+12	+13	+9	+14	+16

The McCann-Erickson National advertising indexes are key barometers of the month-to-month changes in national advertising spending. These indexes are seasonally adjusted measures of the monthly advertising revenues for the major national media. The general index is a composite of net tv, spot tv, magazines and newspaper expenditures by national advertisers and they are all based on the year 1967, which is equal to 100.

In 1980 there was a severe recession in the first quarter of the year, and by midyear the major media indexes were falling. During 1981 the indexes for all four of these media moved well above their 1980 troughs. However, the pattern of upturn differed for each medium.

Network tv's fourth-quarter 1981 revenues were far above year-ago levels when the actors' strike caused its index to plummet. However, after seasonal adjustment for the usual fall upturn, the index is now just starting to develop a noticeable upward turn.

The spot tv and magazine media showed comparatively steady upturn paths throughout the whole year with few, if any, significant "breaks" in their trend lines. On the other hand, the trend line for expenditures in newspapers spurted strongly upward during the first five months of 1981. Then the index path commenced a continuous downward slide for the remainder of the year, yet still remaining significantly above year-ago levels.

of renewed expansion in advertising activity later this year. The timing of the business turnaround is critical. If the recovery arrives soon, we could have a relatively good year for the advertising industry, with ad expenditures rising

10% or better. If sluggishness continues and the recovery is delayed, the revenue gains might fall a percentage point or two below 10%. We expect advertising expenditures to rise by \$5 billion to \$7 billion this year. At best, 1982 could

be a very good year, and at the least, it will probably be a year of fair revenue gains for most media. Some of the glow from the rear of the tunnel will last until the delayed business recovery finally arrives.

Cigaret ad spending dips in '80

By ROBERT RAISSMAN

NEW YORK—Advertising expenditures by the nation's six leading cigarette marketers in 1980 was nearly on the same level as 1979 spending. Total 1980 ad spending was \$546,503,300, down \$7,852,300 from the '79 investment of \$554,355,600.

The top 20 brands accounted for 565.91 billion of the 711.79 total units sold in 1980, according to sales data compiled by John C. Maxwell Jr. of Lehman Bros. Kuhn Loeb research.

Growth in the 100mm and female segments of the market was reflected in the jump in sales of Philip Morris' Virginia Slims, which moved from the 17th spot in 1979 to the 12th position in 1980. PM spent \$21,038,600 in advertising the smoke compared with 1979 expenditures of \$13,100,600.

Last year, R.J. Reynolds responded to the Virginia Slims surge when it went to market with More Lights 100s, a low-tar, beige-colored cigarette targeted exclusively at women.

Philip Morris' Merit and R.J.R.'s Vantage brands continued their dominance in the low-tar segment. Merit kept a lead of 2 billion units over Vantage on spending of \$55,600,200. R.J.R. poured \$59,622,200 in advertising for Vantage in a bid to close the gap.

■ Vantage spending was second only to R.J.R.'s Salem (\$68,977,900), which overtook Kool in 1980. Salem moved up a notch—from fourth to third—with sales of 53.9 billion units. At an advertising cost per carton of 50.5¢, Vantage was the least efficient brand, while Parliament was the most efficient with an ad cost per carton of 5.2¢.

However, this figure is not always an accurate indicator of brand performance. Despite the high cost in advertising per carton, Vantage's sales grew by 2.85 billion units. A stronger case for efficiency can be made for No. 1-ranked Marlboro and its 8.9¢-per carton average on a sales base of 109.6 billion units in 1980.

Lorillard's Newport gained share by moving up five positions to 13 on the top 20 with sales of 11.6 billion units on spending of \$9,204,600 in 1980, replacing American Tobacco's Tareyton, which dropped three notches on sales of 10.8 billion units.■

Costs of cigaret advertising: 1980-1978

Per carton and per million cigarettes sold

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The top 20 cigaret brands based on 1980 sales, related to the amount invested for each brand in general magazines, newspapers (including Sunday sections), network tv, spot tv, network radio, spot radio and outdoor. These figures are not offered as complete records of expenditures; tobacco companies spend large sums for point-of-purchase materials and in other non-measured media. Sales figures for this study were taken from

the 1980 Maxwell Report. Advertising expenditures were compiled from figures supplied by the following industry sources: Broadcast Advertisers Reports; Institute of Outdoor Advertising; Leading National Advertisers; Radio Advertising Bureau, and Television Bureau of Advertising. Data on newspaper advertising expenditures were supplied by sources in the tobacco industry.

Rank	1980	1979	1978	Rank	1980	1979	1978
Marlboro (Philip Morris)^{1,2,3,4}							
Sales (billions)	109.6	103.85	101.25	Sales (billions)	16.1	15.06	10.1
Ad investment	\$46,649,300	\$47,870,000	\$43,681,500	Ad investment	\$30,341,400	\$33,450,000	\$23,847,100
Ad cost per million	\$443.88	\$461.00	\$431.42	Ad cost per million	\$1,884.56	\$2,221.15	\$2,361.15
Ad cost per carton	8.9c	9.2c	8.6c	Ad cost per carton	37.7c	44.4c	47.2c
Winston (Reynolds)^{1,2,3,4}							
Sales (billions)	81.8	81.9	84.7	Virginia Slims (Philip Morris) ^{3,4}			
Ad investment	\$47,845,700	\$58,229,000	\$41,912,000	Sales (billions)	14.2	10.75	9.7
Ad cost per million	\$584.91	\$711.00	\$494.82	Ad investment	\$21,038,600	\$13,100,600	\$10,189,200
Ad cost per carton	11.7c	14.2c	9.8c	Ad cost per million	\$1,692.86	\$1,212.96	\$1,050.43
Salem (Reynolds)^{2,4}							
Sales (billions)	53.9	54.02	54.4	Ad cost per carton	33.9c	24.2c	21.0c
Ad investment	\$68,977,900	\$48,195,000	\$43,948,900	*Newport (P. Lorillard)^{2,4}			
Ad cost per million	\$1,280.21	\$892.59	\$807.88	Sales (billions)	11.60	9.85	8.6c
Ad cost per carton	25.6c	17.8c	16.1c	Ad investment	\$9,204,600	\$10,064,000	\$10,224,300
Kool (Brown & Williamson)^{2,4,5}							
Sales (billions)	53.6	56.5	59.0	Ad cost per million	793.50	\$1,016.56	\$1,188.87
Ad investment	\$33,285,400	\$29,030,000	\$37,313,900	Ad cost per carton	15.8c	20.3c	23.7c
Ad cost per million	\$620.99	\$513.80	\$632.43	Golden Lights (P. Lorillard)^{1,2,3,4}			
Ad cost per carton	12.4c	10.3c	12.6c	Sales (billions)	11.2	13.2	14.7
Pall Mall (American Tobacco)^{3,4,5}							
Sales (billions)	31.4	34.35	37.3	Ad investment	\$14,349,500	\$27,636,200	\$26,101,200
Ad investment	\$8,321,600	\$8,297,200	\$9,542,200	Ad cost per million	\$1,334.78	\$2,093.63	\$1,775.59
Ad cost per million	\$265.02	\$241.28	\$255.82	Ad cost per carton	26.7c	42c	35.5c
Ad cost per carton	5.3c	4.8c	5.1c	True (P. Lorillard)^{1,2,3,4}			
Benson & Hedges (Philip Morris)^{1,3,4}							
Sales (billions)	28.4	27.9	27.6	Sales (billions)	11.04	11.65	11.5
Ad investment	\$30,877,000	\$26,775,000	\$29,993,800	Ad investment	\$11,975,100	\$30,367,000	\$16,086,000
Ad cost per million	\$1,080.17	\$959.67	\$1,086.73	Ad cost per million	\$1,084.70	\$2,606.60	\$1,392.72
Ad cost per carton	21.6c	19.2c	21.7c	Ad cost per carton	21.7c	52.1c	27.8c
Camel (Reynolds)^{1,5}							
Sales (billions)	26.6	26.2	26.4	Tareyton (American Tobacco)^{1,2,3,5}			
Ad investment	\$31,014,100	\$40,680,000	\$36,008,800	Sales (billions)	10.8	12.5	13.4
Ad cost per million	\$1,165.94	\$1,553.43	\$1,363.96	Ad investment	\$11,379,600	\$11,508,000	\$14,477,900
Ad cost per carton	23.3c	31c	27.2c	Ad cost per million	\$1,053.67	\$920.64	\$1,080.44
Merit (Philip Morris)^{1,2,3,4}							
Sales (billions)	26.0	22.7	16.9	Ad cost per carton	21.1c	18.4c	21.6c
Ad investment	\$55,600,200	\$48,570,000	\$44,149,000	Viceroy (Brown & Williamson)^{1,3}			
Ad cost per million	\$2,138.47	\$2,139.64	\$2,612.36	Sales (billions)	10.77	11.75	11.9
Ad cost per carton	42.8c	42.8c	52.2c	Ad investment	\$13,804,400	\$17,885,000	\$10,313,400
Vantage (Reynolds)^{1,2,3,4}							
Sales (billions)	23.6	20.75	18.5	Ad cost per million	\$1,278.23	\$1,515.67	\$866.87
Ad investment	\$59,622,200	\$46,173,000	\$30,786,300	Ad cost per carton	25.6c	30.3c	17.3c
Ad cost per million	\$2,524.85	\$2,225.06	\$1,664.12	Raleigh (Brown & Williamson)^{1,3,5}			
Ad cost per carton	50.5c	44.5c	33.2c	Sales (billions)	10.3	11.35	12.4
Kent (P. Lorillard)^{1,3,4}							
Sales (billions)	20.3	19.15	15.9	Ad investment	\$8,078,400	\$5,300,000	\$11,801,000
Ad investment	\$41,015,800	\$39,260,000	\$12,726,400	Ad cost per million	\$784.31	\$464.91	\$959.75
Ad cost per million	\$2,020.48	\$2,050.13	\$795.40	Ad cost per carton	15.6c	9.2c	19.2c
Ad cost per carton	40.4c	41c	15.9c	Parliament			
Carlton (American Brands)^{1,2,3,4}							
				Sales (billions)	7.5	7.71	8.3
				Ad investment	\$1,968,900	\$4,058,000	\$5,495,200
				Ad cost per million	\$262.52	\$526.58	\$626.50
				Ad cost per carton	5.2c	10.5c	12.5c
				Bel Air			
				Sales (billions)	7.2	7.5	8.3
				Ad investment	\$11,210,200	\$9,027,900	\$8,246,400
				Ad cost per million	\$1,556.97	\$1,200.51	\$993.54
				Ad cost per carton	31.3c	24c	19.8c

¹ Plain standard filter; ² menthol filter; ³ plain 100mm filter; ⁴ menthol 100mm filter; ⁵ nonfilter; #revised;

* does not include newspaper advertising investments; ¹ marketed as Kent Golden Lights until 1978.

Mrs. Paul's ads positive in time of trouble

By GAY JERVEY

In the midst of declining frozen seafood consumption, widespread rebellion among its Arthur Treacher's fast-food franchisees and speculation that it might soon be bought, Mrs. Paul's Kitchens increased its media budget by over 40% and is mounting its most aggressive campaign in recent years.

Increased competition in a category Mrs. Paul's at one time dominated apparently called for a refurbished brand name. On a 52-week basis, Mrs. Paul's still leads the frozen fish business with a 27% dollar volume share (food store withdrawal figures), but General Mills' Gorton's of Gloucester follows with some 20%. And, as admitted by Philip Cohen, vp-management supervisor on Mrs. Paul's at Scali, McCabe, Sloves, Gorton's

of Gloucester's "fisherman" campaign has been making a fair share of noise. "Individual local brands and private labels figure heavily in this market and account for about one-third of volume," Mr. Cohen said. General Host's Van de Kamp has about 7%.

In its new campaign, which he describes as broad enough to encompass all the company's products, Mrs. Paul's Kitchens the word "kitchen," with all its mom, home and hearth implications. In another first, the ads also show the company's namesake, Mrs. Paul, lending hands-on, tender, loving care to her prepared dishes. Tag lined "It doesn't leave my kitchen unless it tastes good," the campaign attempts to personify Mrs. Paul, her kitchen and her company as the very essence of quality.

The privately held Philadelphia producer of frozen grocery products broke a pool of three tv commercials, five radio spots and six separate newspaper coupon drops (offering up to 25¢-off) last month. Commercials aimed at females 25 to 54 on daytime and prime time network programs, in addition to spot tv, should achieve an average of 150 gross rating points over a two months, he estimated.

Later this spring, print ads dishing up a casserole recipe will run in *Better Homes and Gardens*, *Family Circle*, *Good Housekeeping*, *McCall's*, *Parents*, *Southern Living* and *TV Guide*. Estimates are the campaign will exceed \$10,000,000.

Very few franchisees at Arthur Treacher's, the troubled fast-food fish chain that Mrs. Paul's bought two years ago from Orange-co, seem to think the name Mrs. Paul's

stands for quality.

Indeed, Mrs. Paul's new campaign comes at a time when many of these franchisees are declaring a civil war of sorts on their owner. Some 90% of the company's 400 franchisees reportedly are refusing to pay what amounts to \$14,000,000 in royalties because, they say, Mrs. Paul's is skimping on the quality of fish it provides.

■ Some have even gone so far as to refuse to use the Arthur Treacher's name on their doors; others have reverted to peddling the likes of tacos, hamburgers and chicken.

In turn, Arthur Treacher's has sued about 30 of its franchisees. The company's suit demands royalty payments for illegal use of the Treacher's trademark.

For their part, the franchisees are suing the parent company for

breach of contract, in that Treacher's stymied their fish supply and did not live up to other sides of the bargain.

For his part, Scali's Mr. Cohen says he doubts that Mrs. Paul's Arthur Treacher's troubles have impacted on the company's grocery store sales. "I don't think most consumers are aware of the problem or for that matter much care. And it has absolutely nothing to do with this new ad campaign."

There is speculation that the Pillsbury Co., Minneapolis, might like to buy Mrs. Paul's (AA, March 1). "I certainly don't know anything for sure," says Bill Knobler, an analyst with Sanford Bernstein, New York, "but it would not be an illogical buy. Pillsbury has shown interest in the frozen food business, but Pillsbury is always on the lookout," he added.■

FLASH REPORT: Newspaper advertising investment for December

CATEGORIES	YEAR	IN 100 THOUSANDS										IN MILLIONS										DOLLARS		CHANGE	
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	1981	1980	ACTUAL \$ G OR L	% G OR L
Department stores	1981																					\$67,715,978	\$57,791,965	+9,924,023	+17.2
	1980																								
Food stores	1981																					19,583,788	17,380,406	+2,203,382	+12.7
	1980																								
Radio, tv, phonographs, records	1981																					13,630,618	11,266,536	+2,364,082	+21.0
	1980																								
Alcoholic beverages	1981																					3,503,115	4,547,665	-1,044,550	-23.0
	1980																								
Cameras, photo supplies & services	1981																					1,144,934	711,753	+433,181	+60.9
	1980																								
Beverages: coffee and tea	1981																					180,092	216,490	-36,398	-16.8
	1980																								
Beverages: soft drinks, diet/non diet	1981																					313,722	402,876	-89,154	-22.1
	1980																								
Soaps, cleansers & polishes	1981																					138,568	36,192	+102,396	+282.9
	1980																								
Cold, cough & sinus remedies	1981																					13,323	31,289	-17,966	-57.4
	1980																								
Headache remedies & sedatives	1981																					0	0	0	0
	1980																								
Publishing & media	1981																					8,260,470	5,749,582	+2,510,888	+43.7
	1980																								
Sporting & Leisure time equipment	1981																					1,318,573	396,021	+922,552	+233.0
	1980																								
Cigarettes	1981																					5,204,028	6,022,244	-818,216	-13.6
	1980																								
Cosmetics, makeup & manicure products	1981																					202,662	29,351	+173,311	+590.5
	1980																								
Airlines	1981																					6,045,484	5,350,582	+694,902	+13.0
	1980																								
Passenger cars-new	1981																					4,955,089	4,650,516	+304,573	+6.5
	1980																								

This Flash Report of newspaper advertiser investment, compiled for Advertising Age by Media Records Inc., is derived from tabulations that cover 33 dailies and 25 Sunday editions in 14 cities: Atlanta, Baltimore, Boston, Chicago, Cleveland, Dallas, Denver, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco and Washington. The Washington Star ceased publication Aug. 7, 1981, and so, for comparability, has been excluded from this report.

Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco and Washington. The Washington Star ceased publication Aug. 7, 1981, and so, for comparability, has been excluded from this report.

Source: Media Records Inc.

Newspaper ads set record in '81

NEW YORK—Expenditures for newspaper advertising in 1981 hit a record total of \$17.4 billion, a 12.3% increase over 1980, according to preliminary figures from the Newspaper Advertising Bureau.

National advertising continued to be the fastest-growing category, increasing 17% to \$2.75 billion. Retail advertising grew 12.4% to \$9.63 billion, while classified increased 9.5% to \$5.062 billion.

For December, total newspaper advertising increased 12.3% to \$1.58 billion, with retailing showing a 14.6% gain to \$989,200,000, national increasing 13% to \$198,600,000 and classified rising 6.6% to \$392,500,000.

In December, the cosmetics, makeup and manicure products category showed the biggest gain, increasing 590% to \$202,600, followed by sporting and leisure time

equipment, which gained 233% to \$1,318,000.

Among those categories showing decreases were cold, cough and sinus remedies, which dropped 57% to \$13,000, as well as soft drinks, which dropped 22% to \$313,700. Over-all, 10 categories showed increases, five categories showed decreases and one category remained unchanged.

■ This Flash Report of newspaper advertiser investment, compiled for Advertising Age by Media Records Inc., is derived from tabulations that cover 33 dailies and 25 Sunday editions in 14 cities—Atlanta, Baltimore, Boston, Chicago, Cleveland, Dallas, Denver, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco and Washington.

Advertising got you down? You'd make a great retailer

NEW YORK—Advertising, sales promotion and marketing execs may be better suited for similar jobs in retailing than those candidates with retail experience, according to a study conducted by the F.L. Taylor & Co.

According to Fran Taylor, president of the executive search and management consultant company, the behavioral profile of ad agency

execs meshes neatly with the behavioral organization of stores, particularly if execs work or have ever worked in small ad agencies but have no retail experience per se.

"Retail environments are entrepreneurial, high pressured but not too glamorous and highly reactive," Ms. Taylor said. "A retail person needs to be flexible and

have high energy since retailing demands six to seven-day weeks," she added.

Agency people have the operating style and behavior that fits that type of organization, she concluded, and direct mail agency people may be the best suited for retail direct marketing efforts which have yet to become highly competitive.

And at a time when the retail industry as a whole is facing a need to eliminate waste from within while battling problems of inflation, recession and competition from without, the benefits of re-examining hiring attitudes can result in cost-effectiveness throughout the entire internal structure of a retailing enterprise, Mr. Taylor said.

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Advertising pages in March consumer publications

Current and March '81 figures for U.S., Canadian and foreign publications reporting to Advertising Age

	Pages			
	March 1982	March 1981	Jan. 1982	Jan. 1981
Women's				
†Bride's Magazine	211.2	188.8	629.2	617.0
▲Co-ed	28.9	37.6	93.4	89.3
§Cosmopolitan	190.5	195.7	508.9	498.3
Essence	98.1	88.4	217.7	213.6
§Family Circle	108.0	119.1	327.0	329.5
§Good Housekeeping	152.5	178.8	421.9	442.9
▲Health	30.3	29.9	88.7	86.4
Ladies' Home Journal	78.7	89.7	200.3	230.5
Lady's Circle	10.2	13.4	25.7	38.8
McCall's	81.2	103.9	211.2	269.4
McCall's Working Mother	59.0	83.1	163.4	83.1
†Modern Bride	400.3	171.1	828.7	534.2
Ms.	38.2	42.8	105.0	108.8
○New Woman	56.5	47.0	96.5	83.6
§Parents Magazine	64.1	72.0	189.6	165.0
Playgirl	39.4	44.5	120.7	148.5
Redbook	83.4	92.3	238.3	253.2
Self	58.7	69.6	173.6	159.3
Seventeen	108.9	105.6	270.7	258.4
Soap Opera Digest	33.5	3.3	57.3	21.8
Teen Magazine	45.7	46.4	116.2	113.4
§True Story	64.8	66.4	166.1	167.5
§Woman's Day	85.9	97.9	244.8	254.6
▲The Workbasket	33.5	32.3	129.6	111.1
Working Woman	87.0	61.5	213.5	152.5
Total Group	2,248.5	2,108.4	5,838.0	5,330.7
*** % change 1982 vs. 1981	+6.6%		+9.5%	
General				
▲A.D. Magazine	17.0	16.0	43.1	48.9
Air Progress	14.5	15.8	48.0	51.5
▲American Film	29.8	26.0	55.2	55.5
American Forests	10.9	14.5	38.1	43.9
American Legion	33.1	26.6	115.1	99.6
American Photographer	52.3	41.7	131.6	120.5
○Americana	35.6	36.8	59.4	66.4
§Architectural Digest	134.7	144.9	314.6	332.3
§The Atlantic	21.6	22.1	63.6	65.7
○Audubon Magazine	38.7	34.5	63.8	57.4
§Bon Appetit	83.8	80.5	214.1	201.2
Book Digest	26.3	18.8	71.6	76.3
Changing Times	43.3	33.2	104.9	92.4
Christian Herald	41.3	41.3	114.1	129.0
Christian Life	35.3	35.3	88.1	98.3
Christianity Today	87.0	76.6	222.3	223.6
Circus	28.8	17.5	85.8	37.5
Complete Men's Group	23.5	21.0	69.8	62.5
Country	25.3	15.9	60.7	38.7
Country Journal	43.9	47.6	140.2	134.7
Country Living	32.5	22.9	100.6	39.3
Creative Computing	116.5	78.4	329.7	225.5
D. Cuisine Magazine	52.1	44.0	118.6	82.9
Dance Magazine	66.9	67.5	183.8	181.4
Ebony	81.7	78.4	212.7	209.7
▲Elks Magazine	22.5	23.6	80.7	78.7
§Esquire	62.0	34.5	137.7	81.0
Fifty Plus	30.7	46.1	93.7	111.4
Flying	42.7	40.3	119.7	123.3
○Games	25.5	21.5	51.8	40.1
§Gentlemen's Quarterly	117.3	127.5	253.1	262.6
Geo	18.0	22.0	54.0	64.0
Golf Digest	65.9	74.3	216.6	236.5
§Golf Magazine	71.6	72.5	337.3	327.5
Gourmet	68.0	68.4	170.2	151.3
§Harper's Magazine	18.2	23.6	46.2	62.0
High Fidelity	37.2	39.5	116.1	128.1
E. High Technology	33.1	—	158.5	—
Inside	69.1	67.2	89.1	67.2
Kiwanis Magazine	13.4	12.7	48.5	46.3
Let's Live	73.1	81.4	223.6	257.1
Life	41.4	58.0	153.6	150.0
Lion	5.7	6.5	17.7	15.3
Modern Photography	120.8	110.1	226.0	225.1
§Money	107.7	101.4	280.6	261.2
Monesworth	15.7	14.2	49.2	50.7
Moody Monthly	70.6	79.0	180.2	191.3
Moose Magazine	31.0	31.0	62.0	62.0
○Mother Earth News	56.2	54.9	110.1	124.2
○Museum	53.5	37.5	88.7	74.0
Musican, Player & Listener	45.8	68.0	157.6	181.3
National Geographic	20.7	40.4	58.8	80.5
National Jewish Monthly	24.2	17.4	73.1	57.8
Natural History	32.9	48.5	92.9	122.2
§Omni	45.5	56.5	142.6	143.8
§Penthouse	82.1	76.3	192.6	193.4
Petersen's Photographic	45.1	41.1	126.8	120.7
Playbill	50.3	53.0	150.5	145.4
§Playboy	120.7	126.2	308.1	310.0
Popular Photography	126.8	132.8	385.1	380.2
Prevention	72.1	85.7	214.4	271.7
Psychology Today	35.2	48.2	106.0	126.5
§Reader's Digest	89.3	87.5	225.9	230.7
Rotarian	9.2	10.0	44.3	42.0
†Saturday Evening Post	49.1	43.1	96.3	87.6
○Science 82	34.5	54.8	80.7	89.2
Scientific American	58.9	97.4	227.5	253.2
Signature	62.2	56.6	163.1	142.2
Smithsonian	82.5	91.7	223.2	226.4
Stereo Review	54.8	58.5	162.0	164.3
Success	35.6	24.9	108.6	99.2
E. Technology Illustrated	—	—	110.1	—
Tennis	44.0	47.8	146.5	149.8
Town & Country	128.4	124.0	316.5	281.0
Travel & Leisure	117.1	104.3	253.7	249.7
▲V.F.W.	25.4	28.3	91.2	96.8
Video	52.0	52.7	149.5	145.3
Video Review	63.7	45.9	190.6	141.8
Weight Watchers	25.7	25.2	79.0	74.0
Writers Digest	25.6	22.2	75.6	65.9
Yankees				
Total Group	77.7	74.1	243.0	242.0
*** % change 1982 vs. 1981	+0.1%		+3.4%	
Fashion & service				
Glamour	181.2	180.4	414.6	431.9
Harper's Bazaar	160.0	120.6	308.1	253.2
Mademoiselle	124.2	142.9	305.4	311.7
Vogue	290.3	237.7	607.9	513.4
Total Group	755.7	681.6	1,636.0	1,510.2
*** % change 1982 vs. 1981	+10.9%		+8.3%	
Art & antiques				
American Artist	54.1	52.8	160.4	161.0
Antiques	153.2	169.1	481.7	484.4
○Art & Antiques	52.9	64.5	115.5	114.4
▲Art in America	116.0	107.9	340.1	306.4
▲Artnews	122.0	125.0	303.1	355.1
○Portfolio	78.8	38.5	127.8	83.5
Southwest Art	113.0	87.0	327.8	257.0
Total Group	690.0	644.8	1,856.4	1,762.8
*** % change 1982 vs. 1981	+7.0%		+5.3%	
Home				
§Better Homes & Gardens	102.6	113.4	272.0	296.6
○Colonial Homes	64.4	59.6	124.4	101.2
Dallas-Fort Worth				
Home/Garden	48.5	32.4	133.8	91.2
§Family Handyman	71.8	49.0	202.3	162.8
○Flower & Garden	—	—	62.1	58.3
Home	23.0	30.8	81.2	88.1
Homeowner's How-To	27.5	31.1	55.3	60.3
Houston Home/Garden	101.3	88.4	277.6	244.4
Horticulture	26.1	22.9	105.6	83.8
House Beautiful	73.2	92.5	207.6	230.2
House & Garden	93.9	111.3	248.6	282.8
Living:				
○Dallas	75.8	125.2	141.9	252.9
○Houston	85.8	94.9	168.8	182.0
○Denver	79.1	95.5	153.4	185.2
○Austin	—	—	38.0	43.6
○San Antonio	—	—	43.2	51.8
○Phoenix	—	—	36.5	35.9
○Florida Gulf Coast	—	—	27.8	23.9
○South Florida	37.7	9.8	77.8	9.8
Metropolitan Home	60.5	—	163.8	100.1
†New Shelter	41.9	37.2	124.8	126.0
C. Orange County				
Home/Garden	43.3	41.3	43.3	41.3
Organic Gardening	75.7	78.9	261.4	262.8
Phoenix Home/Garden	50.2	30.7	143.6	83.3
San Diego Home/Garden	47.8	32.5	147.3	113.3
§Southern Accents	—	—	82.7	79.5
Southern Living	126.4	122.3	312.3	306.0
§Sunset Magazine	159.7	136.6	359.6	339.7
▲Texas Homes	81.4	85.9	208.2	183.9
○Workbench	65.5	64.7	131.5	134.4
Total Group	1,669.1	1,586.9	4,436.4	4,255.4
*** % change 1982 vs. 1981	+1.4%		+4.3%	
In-flight & other passenger				
#Aboard Group (7)	—	—	616.0	480.0
○Alas Group (9)	—	—	350.0	280.0
Alaskatrust	45.8	35.9	112.9	102.9
American Way	59.8	57.0	171.4	154.4
East/West Network:				
Amtrak Express	34.8	35.8	103.1	103.0
Continental Extra	48.5	42.0	—	136.6
Eastern Review	70.3	78.0	226.5	229.4
Ozark Flightline	30.8	43.3	111.5	127.1
PSA Magazine	88.2	97.5	234.7	249.6
Republic Scene East	47.7	49.2	137.0	130.4
Republic Scene West	49.2	54.0	147.2	157.0
Texas International	—	—	—	—
The Texas Flyer	52.8	47.2	152.3	146.8
United Mainliner	69.0	72.7	192.0	211.1
Halsey Publications:				
Braniff's Flying Colors	24.7	33.0	71.0	86.0
Delta Sky	54.0	58.0	133.0	142.0
F. Skyline	12.3	10.8	27.0	10.8
Hawaii	24.5	33.9	73.9	93.8
○Pace	29.7	29.2	57.9	89.1
Pan Am Clipper	40.5	59.0	113.0	166.7
Southwest Airlines	100.7	76.1	248.5	205.4
Spirit of Aloha	25.9	34.6	74.8	97.4
USAir	37.2	46.5	113.4	115.8
Webb Publications:				
Frontier	38.3	39.0	112.3	97.5
Passages	28.5	28.0	85.0	70.6
TWA Ambassador	38.5	55.3	115.5	124.1
Total Group	1,556.0	1,635.7	5,222.9	5,298.5
*** % change 1982 vs. 1981	-4.9%		-1.4%	
Metropolitan				
○Aloha	28.0	19.5	56.5	43.0
Allianta	61.8	92.0	178.9	213.4
Baltimore	49.3	53.5	158.6	167.2
Boston	108.0	121.6	322.2	320.8
California	77.3	89.6	177.9	148.4
Charlotte	25.0	20.0	46.0	35.0
Chicago	136.7	122.9	336.8	320.4
Chicago's North Shore	54.4	57.1	169.3	170.8
Cincinnati	53.2	48.3	158.6	148.4
Cleveland	45.7	67.0	132.0	203.7
Coast	307.2	314.5	380.8	375.0
Columbus Monthly	76.8	79.1	188.3	216.3
Commonwealth	77.5	11.2	212.6	31.7
Connecticut	52.1	54.8	207.5	195.1
D. Magazine, Dallas/-				
Fort Worth	97.6	106.9	279.9	299.0
Denver	38.1	61.3	89.8	135.4
Monthly Detroit	46.8	45.5	137.9	112.9
Exclusively Yours Wisconsin	60.3	62.5	170.1	196.3
Grand Rapids	44.7	46.1	123.8	115.1
††Gulfshore Life	97.0	82.0	257.0	233.0
Honolulu	59.7	61.2	173.5	203.5
Houston City	69.5	55.7	178.6	148.8
Indianapolis	61.7	28.3	180.7	127.1
Kansas City	18.0	17.7	61.9	51.9
Los Angeles	177.5	177.0	507.5	488.5
○Louisiana Life	56.9	17.0	104.9	17.0
Miami	83.7	80.8	277.5	247.9
Milwaukee	26.8	26.8	83.3	76.7
Mpls./St. Paul	91.4	82.3	210.9	217.3
Monterey Life	48.0	44.8	153.0	130.0
Nashville	35.8	69.0	112.3	214.8
New Jersey Monthly	44.3	55.1	146.5	184.1
New Mexico	28.3	19.2	74.7	52.9
Ohio	34.0	29.5	60.0	77.6
Omaha	21.3	18.0	60.4	40.6
Oregon	16.9	19.3	56.9	67.9
Orlando	79.5	65.5	217.8	206.4
▲Pacific Northwest	32.5	22.3	59.3	30.3
Palm Beach Life	117.3	100.8	356.3	348.3
Palm Springs Life	145.0	143.6	488.2	473.6
Philadelphia	117.0	130.5	333.8	364.9
Phoenix	85.4	91.0	250.6	271.0

Advertising pages in March consumer publications

(Continued from Page 71)

	Pages			
	March 1982	March 1981	Jan. 1982	Jan. 1981
Family Motor Coaching	102.6	67.5	278.4	182.6
4 Wheel & Offroad	39.6	36.9	107.6	91.0
Four Wheeler	27.0	23.9	75.6	68.2
Hot Rod	67.6	65.9	139.2	144.1
Motorcyclist	77.9	78.0	159.0	154.1
Motor Trend	58.0	43.9	142.3	127.2
Motorhome Life	68.6	44.2	128.7	84.4
Road & Track	87.3	87.9	231.7	238.3
Q. 3 Wheeling	20.9	30.2	48.5	59.8
Trailer Life	108.0	91.0	253.3	236.3
Total Group	1,098.2	1,083.1	2,774.7	2,583.2
*** % change 1982 vs. 1981	+1.4%			

Outdoor & sport

Alaska	44.7	32.7	131.4	107.8
○The American Handgunner	37.8	39.1	72.1	72.4
American Hunter	11.6	10.8	33.2	31.1
American Rifleman	20.4	25.5	70.2	78.3
○Backpacker	—	—	42.1	32.0
▼Bass Master	84.9	70.2	198.5	161.7
↑Bicycling	91.1	72.5	157.4	132.9
Field & Stream	101.4	109.7	238.7	245.7
Fins and Feathers	56.1	40.1	121.2	88.7
Florida Sportsman	87.6	75.6	226.8	227.1
↑Fly Fisherman	53.7	70.6	101.7	131.1
Fur-Fish-Game	22.4	22.5	74.3	78.9
Guns	29.7	27.5	95.1	95.3
Guns & Ammo	41.2	43.2	115.3	110.0

	Pages			
	March 1982	March 1981	Jan. 1982	Jan. 1981
Outdoor Life	79.3	76.3	197.6	220.5
Petersen's Hunting	22.1	21.3	78.4	65.8
The Runner	26.8	20.7	89.8	55.4
Runner's World	31.3	40.0	77.8	96.9
Salt Water Sportsman	72.8	68.4	191.3	189.7
Shooting Times	30.1	27.1	85.7	127.7
↑Ski	76.3	60.3	222.4	198.1
↑Skiing	60.8	40.7	197.3	160.0
Skin Diver	57.9	51.9	189.6	167.7
↑Southern Outdoors	60.1	61.9	94.3	94.2
SSport	37.2	35.5	95.2	92.2
Sports Afield	104.9	94.8	281.8	233.3
▲Spray	38.3	44.5	88.5	84.8
▲Western Outdoors	37.0	32.0	100.2	99.1
Total Group	1,417.5	1,315.2	3,668.2	3,475.4
*** % change 1982 vs. 1981	+7.8%			

Comics

○Archie Comic Group	—	—	10.0	10.0
DC Comics	7.0	9.0	21.0	27.0
Harvey Comic Group	8.0	8.0	24.0	24.0
Marvel Comic Group	10.0	9.5	30.0	28.5
Total Group	25.0	26.5	85.0	89.5
*** % change 1982 vs. 1981	-5.7%			

Newspaper Sunday magazines/national

Family Weekly	85.8	110.1	261.0	292.2
Parade	64.6	96.8	212.4	238.7

	Pages			
	March 1982	March 1981	Jan. 1982	Jan. 1981
Total Group	150.4	206.9	473.4	530.9
*** % change 1982 vs. 1981	-27.3%			

Canadian national weekend magazines

B. Perspectives	34.0	43.6	97.8	106.0
Today	34.4	48.1	117.5	148.2
Total Group	68.4	91.7	215.3	254.2
*** % change 1982 vs. 1981	-25.4%			

Canadian

L'Actualite	73.3	53.7	160.1	116.7
Chateleine:				
English Edition	85.3	77.4	224.8	205.1
French Edition	63.4	71.8	180.3	175.9
Financial Post Magazine	44.9	51.7	102.2	87.9
Flare	51.4	71.4	99.0	121.4
Homeowner's Magazine:				
English Edition	87.1	80.2	175.4	166.1
French Edition	64.5	67.3	125.5	125.6
Maclean's	148.7	121.6	309.3	360.5
Quest Magazine	59.1	49.6	59.1	49.8
Reader's Digest:				
Canada-English	87.5	111.3	212.4	251.0
Canada-French	93.4	109.9	225.3	238.8
Toronto Life	104.0	88.0	243.0	228.0
Total Group	982.6	954.1	2,116.4	2,128.8
*** % change 1982 vs. 1981	+0.9%			

February

Business

	Pages			
	Feb. 1982	Feb. 1981	Jan. 1982	Jan. 1981
Atlanta Business Chronicle	16.1	16.0	30.3	33.6
Barron's	158.0	170.2	308.9	331.4
Business Week	343.1	302.8	580.7	551.1
California Business	53.3	42.5	107.3	67.8
Corporate Report/:				
Kansas City	47.0	39.7	88.9	83.4
Corporate Report/Minnesota	87.5	66.2	129.8	130.6
Crain's Chicago Business	84.2	67.9	161.7	125.6
Dallas/Fort Worth Business	42.0	29.5	79.5	52.5
Dun's Business Month	61.1	56.1	135.4	118.7
Financial World	76.8	73.7	141.0	143.7
Florida Trend	65.2	47.3	150.8	103.2
Forbes	181.4	133.8	361.7	323.4
Fortune	174.2	134.8	296.8	238.6
Hawaii Business	31.8	53.5	66.7	96.0
Houston Business Journal	160.8	113.2	294.5	214.2
Inc. Magazine	74.7	85.0	144.4	137.2
Industry Week	108.4	115.4	211.1	219.9
Indianapolis Business Journal	58.0	48.7	125.0	88.7
Nation's Business	30.7	34.7	58.5	65.1
New England Business	54.1	37.0	120.7	66.2
St. Louis Business Journal	84.3	58.1	167.0	105.6
Texas Business	42.3	20.9	85.3	70.5
Venture	32.5	32.4	65.9	57.9
Total Group	2,047.3	1,777.4	3,909.9	3,444.9
*** % change 1982 vs. 1981	+15.2%			

Newspaper Sunday magazines/local

+Arizona Republic	91.6	117.8	169.9	193.4
+Chicago Tribune	83.8	86.3	135.0	147.1
+Cincinnati Enquirer	56.5	72.5	121.6	125.5
+Cleveland Plain Dealer	60.0	81.0	111.5	140.4
+Columbus Dispatch	47.7	76.5	102.8	134.8
+Dallas Times Herald	46.4	89.3	101.1	135.2
Los Angeles Times				
Home Magazine	75.0	94.7	150.4	178.5
+Louisville Courier-Journal	74.0	99.3	138.6	173.2
+Miami Herald	57.9	78.4	124.8	134.8
+New York News	57.9	87.2	103.8	143.4
New York Times Magazine	243.3	247.9	499.9	430.3
+Philadelphia Inquirer	53.1	61.5	109.1	100.5
+Toledo Blade Magazine	58.5	69.9	91.6	95.7
+Washington Post	87.9	97.1	174.0	169.7
Total Group	1,073.6	1,359.4	2,134.1	2,302.5
*** % change 1982 vs. 1981	-21.0%			

Weeklies, bi-weeklies, semi-monthlies

The Advocate	67.4	59.8	105.8	88.9
Army Times Military Group:				
Air Force Times	141.7	144.1	258.7	259.5
Army Times	136.2	143.1	252.4	255.4
Navy Times	183.0	166.3	311.3	302.2
The Times Magazine	12.5	14.0	16.0	20.5
AutoWeek	113.7	93.8	210.6	173.0
The Blood Horse	514.9	433.2	1,231.7	1,035.1
Capper's Weekly	24.1	25.3	48.7	56.2
Golf World	80.6	82.1	125.8	133.0
Grit	26.9	29.0	60.7	59.0
National Review	24.4	25.2	45.6	40.2
New Republic	20.2	10.8	45.8	23.9
New York Magazine	146.7	143.3	264.4	236.7
New Yorker	277.4	254.5	485.2	440.6
Newsweek	195.5	212.4	355.2	377.9
People	247.1	252.1	418.6	405.6
Rolling Stone	84.8	71.8	131.2	118.4
Sports News	38.4	41.5	86.0	89.9
Sports Illustrated	196.5	228.4	364.1	392.7
Time	175.7	222.9	382.5	385.2
A. Travelhost	2,058.6	1,826.0	4,712.3	3,364.0
TV Guide	322.4	348.3	689.0	718.8
Us Magazine	41.2	28.0	119.4	88.6
U.S. News & World Report	124.9	126.3	216.9	211.6
Total Group	5,047.0	4,962.2	10,917.9	9,278.1
*** % change 1982 vs. 1981	+1.7%			

Foreign

Business:				
Ecuador	4.0	5.8	13.0	9.8
Chile	—	1.0	—	2.0
Mexico	39.0	47.8	77.7	84.0

Puerto Rico	13.0	7.3	29.5	19.5
Venezuela	28.0	22.3	53.2	46.3
Colombia	19.8	18.7	40.8	43.0
Peru	17.5	24.7	47.5	53.0
Central America	2.0	2.8	6.5	6.2
U.S.	4.3	5.8	11.3	14.8
Dominican Republic	12.8	7.3	28.7	16.3
Coqueta:				
Mexico	6.0	3.0	10.8	5.5
Puerto Rico	2.0	1.0	6.0	2.0
Venezuela	7.0	5.0	14.0	9.0
Colombia	5.0	4.0	12.0	5.0
Peru	2.0	—	5.0	—
Central America	2.0	—	5.0	—
Fascinacion:				
Mexico	4.0	7.0	9.3	9.5
Puerto Rico	2.0	1.0	5.5	1.0
Venezuela	12.0	12.0	20.7	19.0
Colombia	9.0	5.5	17.0	9.7
Central America	—	—	—	—
Geomundo:				
Chile	4.0	3.0	6.0	6.0
Mexico	6.0	7.0	14.0	15.0
Ecuador	4.0	1.0	7.0	2.0
Venezuela	14.0	10.0	24.0	16.5
Colombia	9.0	6.0	16.5	11.5
Peru	6.0	5.0	12.0	9.0
Puerto Rico	7.0	3.0	12.0	5.0
Central America	3.0	2.0	4.0	4.0

Hombre De Mundo:				
Mexico	12.0	8.0	25.0	13.0
Chile	5.0	5.0	7.0	8.0
Puerto Rico	9.0	14.0	15.0	18.0
Ecuador	6.0	4.0	10.0	6.0
Venezuela	19.0	13.5	31.7	20.5
Colombia	9.2	11.7	16.3	21.8
Peru	4.0	7.0	8.0	11.0
Central America	3.0	5.0	3.0	6.0
Ideas Para Su Hogar:				
Dominican Republic	—	—	—	—
Mexico	19.2	11.5	38.0	18.2
Chile	1.0	1.0	1.0	1.0
Puerto Rico	2.0	1.2	4.0	1.2
Ecuador	6.5	1.0	13.0	1.0
Venezuela	17.5	12.7	34.0	21.5
Colombia	15.5	12.7	28.5	20.7
Peru	7.5	7.0	16.0	11.0
Central America	2.0	—	4.0	—
Intimidades:				
Chile	1.0	—	2.0	—
Mexico	2.5	5.0	6.0	6.0
Puerto Rico	3.0	3.0	7.0	5.0
Venezuela	5.0	8.0	12.0	12.5
Colombia	2.0	3.0	5.0	4.0
Central America	2.0	1.0	5.0	2.0

Mecanica Popular:				
Mexico	19.7	22.5	39.5	42.3
Puerto Rico	13.7	19.2	26.2	33.3
Venezuela	23.0	24.8	43.7	44.5
Colombia	18.0	21.7	33.0	38.8
Peru	20.5	23.2	38.8	42.3
Central America	13.8	18.2	26.5	32.3
Chile	4.8	3.3	9.3	5.7
Argentina	6.8	10.7	14.3	33.2
The Ring en Espanol:				
Mexico	2.0	2.0	4.0	3.0
Puerto Rico	4.0	3.0	5.0	5.0
Venezuela	3.0	2.0	6.0	3.0
Colombia	—	—	—	—
Central America	—	—	—	—
U.S.	5.5	3.0	7.0	5.0
Vandades Continental:				
Dominican Republic	40.7	22.7	54.7	32.3
Mexico	84.2	91.0	150.0	148.7
Chile	9.3	7.5	15.0	9.5
Puerto Rico	43.2	47.5	68.3	63.0
Venezuela	69.5	50.3	106.5	74.8
Colombia	34.8	36.0	60.0	54.3
Peru	24.8	25.7	51.3	45.8
Central America	16.8	11.5	26.7	23.5
Ecuador	14.2	15.3	24.2	18.2
U.S.	44.8	31.7	82.0	57.5
Cosmopolitan Foreign Editions:				
Australia	35.7	41.4	74.6	70.8
Brazil	21.6	20.9	51.6	35.9
France	58.5	45.0	97.8	75.0

NOTE

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1982 edition

Agency Income Profiles

A comprehensive report on U.S. agencies: Their 1981 income, billings, account changes and media mix.

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Advertising Age

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\$40 a Year; This Issue \$3

The International Newspaper of Marketing

March 24, 1982

1981 income tops \$5 billion

822 agencies report; Ogilvy moves into third place; Y&R first, JWT second

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By JOHN J. O'CONNOR

NEW YORK—Despite unfavorable exchange rates affecting overseas operations, the U.S. advertising industry had another record year as 1981 gross income rose to just over \$5 billion on worldwide billings of \$35.2 billion, according to the 38th compilation of agency data by ADVERTISING AGE.

The 1981 gross income tally represented a 7.3% advance over the \$4.67 billion reported by 791 agencies taking part in the survey a year ago. In achieving the income record, the 822 reporting agencies saw combined billings climb 10.1% over the previous year's mark of \$31.8 billion.

For the second straight year, privately held Young & Rubicam remained the gross income king. The giant agency, whose extensive list of subsidiaries includes Marsteller Inc., posted gross income of

John J. O'Connor is news editor of the New York bureau of ADVERTISING AGE.

Top 10 agencies in world income

(U.S. agencies: Gross income in millions)				
Rank	Agency	1981	1980	
1	Young & Rubicam	353.0	340.8	
2	J. Walter Thompson Co.	331.7	320.0	
3	Ogilvy & Mather	286.5	245.9	
4	McCann-Erickson	277.3	268.7	
5	Ted Bates & Co.	236.7	210.6	
6	BBDO Int'l.	205.2	175.6	
7	Leo Burnett Co.	198.6	171.1	
8	SSC&B	176.4	166.7	
9	Foote, Cone & Belding	170.3	164.5	
10	Doyle Dane Bernbach	165.0	150.7	

Top 10 agencies in income outside U.S.

(U.S. agencies: Gross income in millions)				
Rank	Agency	1981	1980	
1	McCann-Erickson	201.5	204.1	
2	J. Walter Thompson Co.	178.0	184.7	
3	SSC&B	134.7	128.6	
4	Young & Rubicam	130.2	140.8	
5	Ogilvy & Mather	129.0	120.4	
6	Ted Bates & Co.	107.6	102.5	
7	D'Arcy-MacManus & Masius	96.1	88.6	
8	BBDO Int'l.	77.3	69.8	
9	Leo Burnett Co.	74.6	62.9	
10	Compton Advertising	59.1	43.3	

Top 10 agencies in U.S. income

(U.S. agencies: Gross income in millions)				
Rank	Agency	1981	1980	
1	Young & Rubicam	222.8	200.0	
2	Ogilvy & Mather	157.5	125.5	
3	J. Walter Thompson Co.	153.7	135.3	
4	Ted Bates & Co.	129.1	108.1	
5	BBDO Int'l.	127.9	105.8	
6	Leo Burnett Co.	124.0	108.2	
7	Foote, Cone & Belding	116.5	109.1	
8	Doyle Dane Bernbach	115.0	98.1	
9	Grey Advertising	94.4	78.7	
10	Benton & Bowles	81.4	73.8	

Top 10 agencies in world billings

(U.S. agencies: Billings in millions)				
Rank	Agency	1981	1980	
1	Young & Rubicam	2,355.0	2,273.0	
2	J. Walter Thompson Co.	2,212.7	2,120.7	
3	Ogilvy & Mather	1,933.8	1,661.9	
4	McCann-Erickson	1,849.2	1,792.1	
5	Ted Bates & Co.	1,578.1	1,404.1	
6	BBDO Int'l.	1,400.0	1,305.0	
7	Leo Burnett Co.	1,336.0	1,154.5	
8	SSC&B	1,168.3	1,203.0	
9	Foote, Cone & Belding	1,153.3	1,118.8	
10	Doyle Dane Bernbach	1,150.0	1,004.0	

\$353,000,000 in 1981 on billings of \$2.35 billion. A year earlier, the Y&R family of agencies had gross income of \$340,800,000 on billings of \$2.27 billion.

J. Walter Thompson Co., a unit of JWT Group, a holding company formed in June, 1980, easily took the second spot with gross income last year of \$331,700,000 on billings of \$2.21 billion. Included in JWT's figures are the billings and gross income of two subsidiaries—World Wide Agency and Brouillard Communications. They do not include the results of five other units operating under the parent holding company. Those units are Hill & Knowlton; the Euro-Advertising network; Lord, Geller, Federico, Einstein; Survival Anglia, and Simmons Marketing Research Bureau. JWT Group's total gross income last year was \$403,900,000 on revenues of \$2,694,000,000.

Several years ago following formation of the Interpublic Group which, like JWT, is publicly held, ADVERTISING AGE decided that inasmuch as a holding company is not an agency, it should be excluded as such in any ranking of agencies.

The formation of the JWT Group holding company led to JWT's yielding its longtime position.

(Continued on Page 2)

From loser to a big winner

Ally & Gargano wins lots of accounts and Agency of Year Award

By CHRISTY MARSHALL

Within a matter of months in 1978, Ally & Gargano lost 56% of its billings. A midsize agency that could ill afford major account losses, Ally & Gargano was stripped of First (a \$10,000,000 account) and Pan American World Airways (\$13,000,000) and resigned the IBM Corp. office products account (\$5,000,000), "one, two, three, bingo," recalls Carl Ally, the agency's chairman.

The fact that the agency would win six Clios in mid-1978, including two for its widely acclaimed work for the abruptly departed Pan Am, was marginal consolation. Ally & Gargano was still struggling to recover from a 27% decline in billings in 1976 followed by a flat 1977. With the 1978 losses, recovery was no longer the issue: Survival was.

The stubbornly independent Mr. Ally even began thinking the unthinkable; his agency would have to be acquired by somebody else in order to stay alive. Ally & Gargano began merger talks with Doyle Dane Bernbach. "It was an epic bad time," Mr. Ally recalls.

The story has a happy ending. Ally & Gargano persisted in creat-

ing some of the freshest, most arresting—and effective—advertising the industry has seen, enabling it to draw new clients as well as substantial increases in ad budgets from existing clients. Last year, the agency broke free of its decade-long \$40,000,000-to-\$50,000,000 billings rut with a 61% surge in billings to \$82,884,000. This year, the agency will celebrate its 20th birthday wearing ADVERTISING AGE's banner as 1981 Agency of the Year.

Remember that speed talker in the Federal Express commercial—"I-know-it's-perfect-Peter-that's-why-I-picked-Pittsburgh-Pittsburgh's-perfect-Peter-may-I-call-you-Pete?" He's an Ally & Gargano creation. So are those massive and imposing Japanese sumo wrestlers who smile like kids for a Pentax picture.

So is the dumpy Dunkin' Donuts baker awakened by his alarm while it's still dark outside: "Gotta make the donuts. Gotta make the do-

nuts... I bet the guys who make supermarket donuts are still in bed." There is also the Timberland boot that, unlike several other water-filled boots shown before it, contains nary a drop after standing in a stream of water.

And Ally & Gargano created that split-screen spot of the long-distance caller showing side-by-side tallies on a rapidly clicking Bell meter and one for client MCI Communications registering half as much.

In these and other tv commer-

cials, clearly the agency's forte, Ally & Gargano demonstrates a remarkable knack for grabbing the viewer's attention with compelling, often humorous, visuals and copy while delivering a clear, powerful selling point.

Federal Express packages get there when they "absolutely, positively" have to. Dunkin' Donuts donuts are always fresher than the supermarket variety. Timberland boots are waterproof. In camera-crazy Japan, Pentax is the best seller. MCI phone calls will save you considerable money.

All this results from what sounds like a simple philosophy. Amil Gargano, one of the founders and now the agency's chief executive officer, explains it this way:

"Say something that matters to people and do it in an intelligent fashion, with a high degree of taste and style." Mr. Ally, now 59, explains it even more concisely. "Tell the truth and make it inter-

esting," he says.

In the last 12 months, Ally & Gargano has added as clients Canadianair, Scandinavian Airlines, Time Inc., Bank of New York, financial-services franchiser Comprehensive Accounting and designer Calvin Klein, who chose Ally & Gargano after poring over advertising awards books.

The agency expects its billings to top \$100,000,000 by a comfortable margin this year, which would represent a doubling of billings in two years and a tripling since 1979. Tv commercials account for about 60% of total billings. Ally & Gargano's gross income of \$11,750,000 last year ranked it 50th among the 820 agencies reporting to ADVERTISING AGE. In 1980, it ranked No. 68.

What is today a 155-person agency based in Manhattan's garment district began as Carl Ally Inc. in 1962. It was formed by Messrs. Ally and Gargano and James Durfee, who had worked together at Campbell-Ewald in Detroit and then as that agency's new-business team in New York, before a 1959 falling out with Campbell-Ewald caused the trio to split up. Mr. Ally spent time on the beach before going to the fledgling, pioneering creative shop of Papert, Koenig, Lois in 1960 as a vp-management supervisor. Mr. Gargano became an art director at Benton & (Continued on Page 2)



Federal Express winged to sales of \$415,000,000 on the strength of Ally & Gargano-created ads.

Christy Marshall is a senior reporter in ADVERTISING AGE's New York bureau.

(Continued from Page 1)

Money was short and the hours



The agency was thriving despite its founders' admitted minimal interest in the money side of advertising. "We didn't like the advertising business, but we did like advertising," Mr. Ally says. To this day, Mr. Ally doesn't hesitate to lash out against such things as the excessive wooing of clients. "Amil [Gargano] and me, we're working

But the new agency began learning that "good work" may not be enough to succeed financially in advertising. In 1967, Volvo left. Hertz walked out in 1973. Then, in 1978, a new ceo took over at Fiat Motors of North America and moved the Fiat account from Ally & Gargano, the new name adopted by the agency at the beginning of that year. Also in 1978, Mr. Durfee, one of the three founders, left to pursue his art interests. (He returned to advertising a few months ago.) Then came the real stunner: Pan Am, for whom Ally & Gargano had created the classic "Discover your Heritage" theme, bolted, ending its eight-year relationship with Mr. Ally on less than 48 hours notice. As was the case at Fiat, new management had been



Amil Gargano's not in the acquisition business, he's in advertising.

At Dunkin' Donuts, sales have increased 15% annually, setting records each year, since Ally & Gargano began handling the account. MCI, which began offering

(Continued on Page 4)

1973—Cunningham & Walsh
1974—Scali, McCabe, Sloves
1975—Leo Burnett Co.
1976—DKG Advertising
1977—Needham, Harper & Steers
1978—N W Ayer and Young & Rubicam
1979—Henderson Advertising
1980—Chiat/Day

(Continued from Page 1)

This is the sixth year AA has ranked agencies by gross income

A total of 47 agencies that returned questionnaires were excluded in this report for a variety of reasons, including incomplete information, obviously erroneous income figures and late response. The U.S. Postal Service also returned more than 100 unopened questionnaires that were stamped "addressee unknown."

Profiles of U.S. agencies: Their income, billings, new accounts, total employees

N W Ayer Inc.

Gross Income	1981	1980
U.S.	\$68,400,000	\$68,050,000
International	9,100,000	7,970,000
Total	\$77,500,000	\$76,020,000

N W Ayer Inc., New York, reported gross income of \$77,580,000 in 1981 on billings of \$532,255,000. Its gross income in 1980 was \$76,020,000 on billings of \$497,150,000.

The agency's 1981 U.S. volume of \$470,635,000 included \$368,935,000 in media, \$59,300,000 in materials and services and \$42,400,000 in capitalized fees. Its 1980 U.S. volume of \$443,745,000 included \$346,745,000 in media, \$58,200,000 in materials and services and \$38,800,000 in capitalized fees.

The agency's overseas volume was \$61,620,000 in 1981 and \$53,405,000 in 1980. It did not break down those figures.

In 1981, the agency gained the following accounts: Chemical Bank, billing \$3,000,000; Harlequin Enterprises Ltd.; Howard Johnson Co.; Lehn & Fink; National Council on Alcoholism; Intl. John Deere (for Europe, Africa, Middle East); Sears, Roebuck & Co.; Kawasaki Trading Co.; Orthopaedic Hospital; The Plant Network; TEMCOR, and Yamaha Electronics Corp. USA.

It lost Pan American World Airways, billing \$35,000,000, to Doyle Dane Bernbach (which this year lost it to Wells, Rich, Greene); Formfit Rogers, billing \$11,000,000 to Marschall; Nestle, billing over \$5,000,000; First Interstate Bank of Oregon, and Jet Propulsion Laboratory.

Overseas, it gained over 60 accounts, while losing 20.

Billings breakdown: Newspapers 9.6%, magazines 24.9%, supplements 0.7%, radio 9%, network tv 38.4%, spot tv 8%, cable tv 0.1%, outdoor 0.7%, business papers 7.1%, Yellow Pages 1.5%.

The agency has 1,213 employees in five U.S. offices; a year ago it had 1,346 employees in five U.S. offices.

Top execs: Louis T. Hagopian, chairman-ceo; Jerry J. Siano, vice-chairman; exec vps—Robert L. Catlin, Patrick S. Cunningham, George H. Eversman, Jerry N. Jordan, Thomas F. Maxey, David H. Means, Stuart Minton Jr., Theodore M. Regan Jr., Dominick F. Rossi, Bartine A. Stoner Jr., V. Hugh Wells, Robert P. Zabel and J.R. Rathbone, deputy chairman, Charles Barker Group Ltd.

Phone: (212) 708-5000.

BBDO International

Gross Income	1981	1980
U.S.	\$127,850,000*	\$105,500,000*
International	77,300,000*	60,500,000*
Total	\$205,150,000*	\$176,000,000*

BBDO International, New York, is estimated by ADVERTISING AGE to have had gross income of \$205,150,000 in 1981 on billings of \$1,400,000,000. Its gross income in

A comprehensive view of the agency business is presented in the following section, in which ADVERTISING AGE presents profiles of U.S. agencies, including their gross income in 1981 and 1980, billings, accounts won and lost, media mix, top personnel and total number of employees. The agency profiles are arranged alphabetically by income groups. The first group, beginning on this page, is composed of 44 agencies with gross income of more than \$15,000,000.

1980 was estimated at \$175,600,000 on billings of \$1,305,000,000.

The agency's 1981 U.S. volume of \$858,800,000 included \$588,200,000 in media, \$155,100,000 in materials and services and \$115,500,000 in capitalized fees. Its 1980 U.S. volume of \$806,400,000 included \$564,400,000 in media, \$140,000,000 in materials and services and \$102,000,000 in capitalized fees.

BBDO is estimated to have had overseas volume of \$541,000,000 in 1981 and \$498,600,000 in 1980. In-

cluded in BBDO's figures are the billings and gross income of Blair Advertising; GM DuBois Corp.; BDA/BBDO; Caravetta Allen Kimbrough/BBDO; Frank J. Corbett Inc.; Doremus & Co.; Franklin Spier Inc.; Lavey/Wolff/Swift; Quinn & Johnson, and RC Studios Inc. Not included in the agency's results are the billings and gross income of Tracy-Locke, Dallas, an agency BBDO acquired last month.

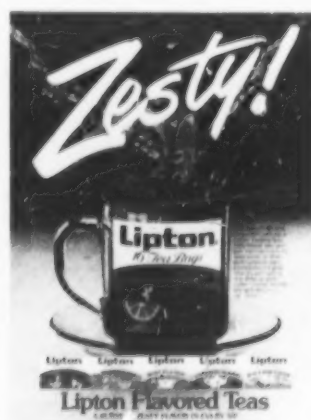
In 1981, the agency gained the following accounts: Gillette Co.'s Atra shaving system, billing

\$10,000,000, from McCann-Erickson; General Electric's air conditioners, and Pillsbury Co. (frostings and pie crusts).

It lost Hunt-Wesson, billing \$8,500,000; Gillette's Daisy razor, billing \$2,000,000; Vicks health-care division, billing \$14,000,000, to Young & Rubicam; Campbell Soup, billing \$12,000,000, to Backer & Spielvogel; Timex Corp., billing \$5,000,000; Lever Bros. (Mr. Marinade); 3M Co. (corporate, electrical markets). It did not report overseas account gains and losses.

SSC&B

SSC&B believes that to be effective, advertising has three fundamental jobs to do: (1) To be seen; (2) to be separate, and (3) to build a winning brand personality. The agency has developed a working discipline that applies those principles to all the brands it advertises.



Billings breakdown: Newspapers 18%, magazines 17%, radio 7%, tv 50%, outdoor 2%, business papers 4%, other 2%. The agency has 2,996 employees in 91 offices, including 1,997 in 25 U.S. offices. A year ago it had 3,098 employees in 89 offices, including 2,049 in 24 U.S. offices.

Top execs: Bruce Crawford, parent company president-ceo and chairman, BBDO; Allen Rosen-shine, parent company exec vp and president-ceo, BBDO; Steve Kahler and Willi Schalk, exec vps; Raymond McGovern, secretary-general counsel; James A. Cannon and Tom Watson, senior vps; William Wilson, exec vp, BBDO international group.

Phone: (212) 355-5800.

Backer & Spielvogel

Gross Income	1981	1980
U.S.	\$27,000,000*	\$19,500,000*
Total	\$27,000,000*	\$19,500,000*

*AA Estimate

Backer & Spielvogel, New York, is estimated to have had gross income of \$27,000,000 in 1981 on billings of \$180,000,000. Its gross income in 1980 was estimated at \$19,500,000 on billings of \$130,000,000.

The agency's 1981 volume is estimated to have included \$172,000,000 in media and \$8,000,000 in capitalized fees. Its 1980 U.S. volume is estimated to have included \$124,000,000 in media and \$6,000,000 in capitalized fees.

In 1981, the agency gained the following accounts: Miller Brewing Co. (Magnum malt liquor); Campbell Soup Co. (condensed soups, V-8 juice, tomato juice, new products), billing over \$12,000,000, from BBDO; Bon Jour Intl., billing \$7,000,000, from D'Arcy-MacManus & Masius, and Noxell Corp. (Lestol cleaner, new products), billing \$3,000,000, from Foote, Cone & Belding. It lost no accounts.

Estimated billings breakdown: Newspapers 7%, magazines 20%, network tv 60%, spot tv 13%.

The agency has 324 employees in one office; a year ago it had 226 employees in one office.

Top execs: Carl Spielvogel, chairman-ceo; William M. Backer, president; G. Robert Holmen, exec vp-coo; Robert H. Lenz, exec vp-creative director; Stephen M. Leff, exec vp-director of media services, and Robert R. Meury, exec vp-copy chief. Phone: (212) 556-5200.

About our ad portfolios

We asked a randomly selected group of agencies to submit a statement of philosophy that guides them in creating advertising for their clients and to include a few ads that support their philosophy. Throughout this issue we will present these examples of advertisements and commercials.